

# *Apparel Line Spring 2021 For Generation X Misses*

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# *Trends of spring 2021- Womens*

## Style:

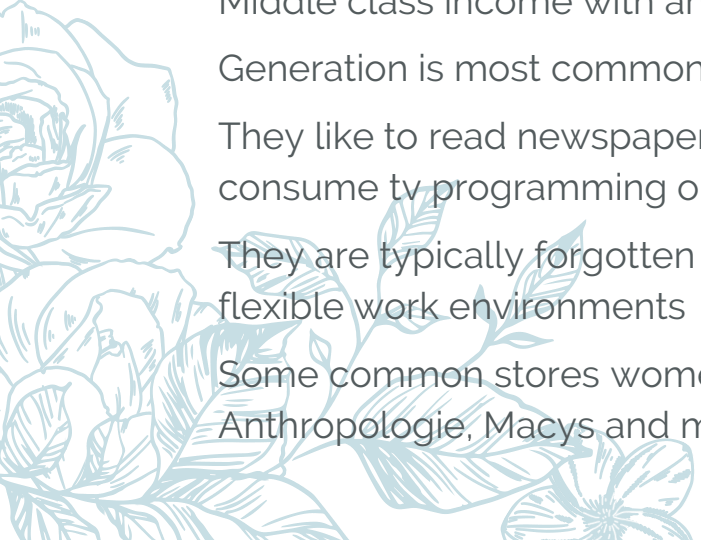

- ◆ Comfort and Wearability
- ◆ Products with built in value
- ◆ Roomy relaxed silhouettes
- ◆ patched , pieced applications
- ◆ Craftwork such as crochet
- ◆ Softer more natural approach to summer florals



# *Color/Fabric trends Spring 2021*



# *Demographics and Psychographics*



Generation X Women:

Born 1965- 1979 (40-54 years old)

Middle class income with an average of \$50,400

Generation is most common in Georgia, 22% Nevada and Colorado

They like to read newspapers, listen to the radio, read magazines, and regularly consume tv programming online

They are typically forgotten by the media, they do not think they will retire and have flexible work environments

Some common stores women at this age visit is Ann Taylor, Nordstrom, Chicos, Anthropologie, Macys and more.

# *Contemporary Peasant Blouse*

Nordstrom



\$166.80/ 71%  
Viscose/29% Cotton

Chicos



\$110/100% Cotton

Anthropologie



\$118/ 100% Cotton

# *Easy Pull- On Skirt*

Nordstrom



\$365/ 100% silk

Chicos



\$109/100% Polyester

Anthropologie



\$168/100% Cotton



# *Kaftan Dresses*

Nordstrom



\$345/100% Cotton

Chicos



\$134/ Nylon/ rayon  
( no % provided)

Anthropologie



\$198/ 100% Viscose

# *Feminine Jumpsuit*

Nordstrom



\$74.96/60% linen/40%  
viscose

Chicos



\$128/ polyester  
Spandex( no %  
provided)

Anthropologie



\$218/ Tencel rayon  
lining (no % provided)



# *Basic Shirt*

Nordstrom



\$595/100% Cotton

Chicos



\$89.50/ 100% linen

Anthropologie



\$138/ 100% linen

# *Line Plan S/S 2021*



\$100  
100% Cotton



\$115  
100% Linen



\$130  
100% Viscose



# *Line Plan S/S 2021*



\$100  
100% Linen



\$80  
100% Polyester





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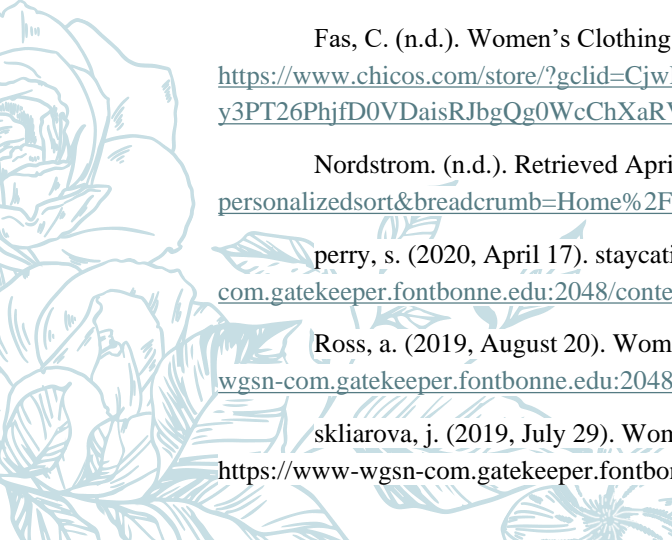
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